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Message Text

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PAGE 01 BOGOTA 03826 271443Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 XMB-04 TRSE-00 AID-05 /028 W
----------272043Z 012734 /73
R 271318Z APR 77
FM AMEMBASSY BOGOTA
TO USDOC WASHDC
INFO SECSTATE WASHDC 1215

UNCLAS BOGOTA 3826

E.O. 11652: N/A
TAGS: BEXP, BTEL, EXIM, CO
SUBJECT: COLOR TELEVISION IN COLOMBIA

1. TWO TOP INRAVISION OFFICIALS ATTENDED RECENT NATIONAL ASSOCIATION OF BROADCASTERS MEETING AND WERE FAVORABLY IMPRESSED WITH U.S. EQUIPMENT DISPLAYED. INRAVISION IS IN THE PROCESS OF BUILDING A NEW STUDIO COMPLEX AND IS IN THE MARKET FOR APPROXIMATELY US$ 16 MILLION IN TELEVISION EQUIPMENT.

2. OF THIS AMOUNT US$ 5-6 MILLION HAS BEEN COMMITTED TO DATE. ORIGINALLY A PORTION OF THIS SUM WAS EARMARKED FOR REHABILITATION AND NEW PURCHASES OF BLACK AND WHITE TV BROADCASTING EQUIPMENT. HOWEVER, AT MEETING INRAVISION OFFICIALS DISCOVERED THAT BLACK AND WHITE EQUIPMENT IS NO LONGER MANUFACTURED AND THAT SPARE PARTS FOR EXISTING, NOW OBSOLETE, EQUIPMENT ARE BECOMING INCREASINGLY DIFFICULT TO FIND.

3. INRAVISION MUST NOW DECIDE WHAT TYPES OF COLOR BROADCASTING EQUIPMENT TO BUY. THIS EQUIPMENT WILL BE USED TO TRANSMIT BLACK AND WHITE PROGRAMMING AT PRESENT SINCE THERE HAS BEEN NO DECISION TO DATE TO BEGIN EXTENSIVE COLOR BROADCASTING. HOWEVER, PURCHASES OF COLOR EQUIPMENT NOW WILL INFLUENCE THE FUTURE DECISION
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OF GOC.

4. EMBASSY HAS BEEN INFORMED THAT INRAVISION OFFICIALS WERE PARTICULARLY IMPRESSED BY AMPEX COLOR RECORDERS. THE CHOICE OF THIS EQUIPMENT MIGHT LEAD TO FURTHER PURCHASES OF US COLOR TV EQUIPMENT AND CONSEQUENT LATER DECISION BY GOC TO ADAPT NTSC SYSTEM.

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5. EMBASSY HAS ALSO BEEN INFORMED THAT EXIM BANK FINANC-
ING IS CONSIDERED TO BE ESSENTIAL TO ANY PURCHASE OF US
COLOR TELEVISION EQUIPMENT.
DREXLER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PROCUREMENT, MEETINGS, TELEVISION EQUIPMENT, TELEVISION BROADCASTING
Control Number: n/a
Copy: SINGLE
Sent Date: 27-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770147-0494
Format: TEL
From: BOGOTA
Handling Restrictions: n/a
Image Path:
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Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2684832
Secure: OPEN
Status: NATIVE
Subject: COLOR TELEVISION IN COLOMBIA
TAGS: BEXP, ETEL, CO, US, XMB, INRAVISION, NATIONAL ASSOC OF BROADCASTERS
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/3060c19c-c288-dd11-92da-001cc4696bcc
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